Business Plan

2017–2018

Communications Nova Scotia

NOVA SCOTIA

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Budget 2017–2018: Business Plans

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Message from the Minister

I am pleased to present the Communications Nova Scotia (CNS) 2017-2018 business plan. CNS plays a key role in making sure Nova Scotians have access to critical information they want and need. Working closely with departments and agencies across government, CNS helps ensure citizens are aware of programs and services that benefit them and their families.

New digital tools have increased opportunities to hear directly from Nova Scotians on issues important to them and a range of innovative digital and traditional tools will be used to respond to the evolving information needs of citizens. This includes implementation of a new government website designed to make information easy to find and accessible in all digital formats.

CNS will continue to provide strategic and innovative communication and marketing services based on evidence and evaluation. CNS has streamlined resources for greater efficiency and effectiveness, which has also supported increased collaboration and improved project management. Efficiencies will be on-going, including identifying opportunities to continue our reductions in advertising spending.

In 2017-2018 CNS will work to ensure citizens have access to reliable and timely information about the activities of their government.

Sincerely,

Zach Churchill

Minister, Communications Nova Scotia

Mandate

Communications Nova Scotia's mission is to help Nova Scotians understand what their government is doing and why.

As government's full-service communications agency, Communications Nova Scotia (CNS) is legislated to manage and deliver innovative communication support and services to ensure Nova Scotians have the information they want and need. CNS achieves this by reviewing issues thoroughly, establishing and meeting communication goals, and ensuring the priorities, policies and actions of government are clearly communicated.

Core Responsibilities/Services

CNS is mandated in legislation to:

- provide centralized delivery of communications services including, but not limited to
    - strategic communications planning
    - marketing and advertising services, including media planning and buying
    - communications research and evaluation
    - media-relations services, including preparation and distribution of news releases
    - graphic design
    - strategic Internet planning and design
    - photography and videography
    - writing and editorial services
    - Printing

- develop policies, practices, standards and guidelines with respect to communications from government, including but not limited to, policies, practices, standards and guidelines with respect to paid advertising, management of the corporate identity of government, and social media use

- ensure that communications from government are
    - timely
    - accurate
    - effective and designed to meet established objectives
    - presented in a factual and respectful manner
    - delivered in a fiscally responsible manner
    - objective and not directed at promoting partisan interests
    - relevant to government responsibilities and priorities
    - compliant with legal requirements and government policies and procedures

CNS's core services are contained within three business areas:

Communications Planning

- Strategic Communications Advice and Planning
- Content Development
- Crisis and Risk Communications
- Stakeholder Relations
- Corporate Communications
- Media relations

Marketing, Digital & Creative Services

- Digital
- Graphic Design
- Editorial Services
- Image Services (photo/video)
- Marketing
- Internet Strategy
- Advertising (media planning/buying)

Communication & Corporate Services

- Project Management & Support
- Planning, Policy & Corporate Alignment
- Translation
- Stakeholder Relations
- Research & Evaluation
- Budget (recoveries)

Priorities

As a central agency, CNS supports corporate and departmental priorities by delivering communication and marketing programs to help ensure Nova Scotians are aware of government priorities, programs and services and how to access them.

CNS provides an integrated, full-service marketing communications approach to all significant initiatives. This includes measurable communications objectives set against supporting government's priorities, including key initiatives for youth and the economy, such as Graduate to Opportunity and Select Nova Scotia.

Goals

- Strategic communications planning and marketing will ensure Nova Scotians have access to the information they want and need.
- All communications and marketing activities are guided by the principles of timeliness, accuracy, effectiveness, non-partisanship and fiscal responsibility.
- Proactive identification and implementation of new and emerging approaches and tools to effectively reach audiences.

Actions

In 2017-2018 CNS will work to achieve these goals by:

- Focusing on efficiency and coordination in planning how government communicates with Nova Scotians.
- Developing, implementing and evaluating of annual, departmental strategic communications plans.
- Using evidence-based planning for all communications and marketing activities.
- Leveraging the most effective and appropriate digital and traditional media platforms to engage and inform citizens.
- Completing implementation of a citizen-centric Government website.

CNS is legislated to deliver communications services in a fiscally responsible manner. CNS will continue to focus on integrating and streamlining resources while ensuring efficient and effective delivery of services. CNS will maximize streamlined resources by ensuring a collaborative, integrated and coordinated approach.

In 2017-2018 CNS will work closely with departments to identify priority initiatives for Nova Scotians and implement the most cost-efficient, effective and innovative approaches to inform and engage audiences to ensure they are aware of government services and actions.

Evaluation and Measurement

CNS will measure and evaluate progress by:

- Conducting research in cooperation with departments to gather insights used to develop evidence-based communications and marketing strategies and programs, measure awareness and gauge public opinion of government programs and services.
- Using web analytics measures to determine effectiveness and impact of information presented on the government website.
- Speaking directly to Nova Scotians by continuing to grow government's following on social media platforms such as Facebook and Twitter.
- Continuing to conduct pre-testing and post campaign evaluation, where appropriate, on significant marketing communications campaigns.
- Regularly reviewing annual communications plans to ensure planned activities continue to be aligned with government priorities.

Departmental Expenses Summary

Departmental Expenses Summary
($ thousands)

Programs and Services	2016-2017 Estimate	2016-2017 Forecast	2017-2018 Estimate
Office of the Associate Deputy Minister	1118.0	1058.0	950.0
Client Services	732.0	863.0	846.0
Communications Planning	981.0	1135.0	895.0
Communications Services	1079.0	643.0	691.0
Marketing	2507.0	2718.0	3079.0
Total - Departmental Expenses	6417.0	6417.0	6461.0
Ordinary Recoveries	(403.0)	(392.0)	(403.0)
Funded Staff (# of FTEs)			
Department Funded Staff	86.5	96.0	88.0

Note:
For Ordinary Revenues, see Estimates and Supplementary Detail Book, Chapter 2
For TCA Purchase Requirements, see Estimates and Supplementary Detail Book, Chapter 1